

## **“Let’s get drunk and blackout”: When are alcohol-related and alcohol-related blackout Tweets written in the United States?**

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**Introduction and Aims:** Alcohol use fluctuates throughout the year and often peaks on weekends or during celebrations (e.g., Christmas, St. Patrick’s Day). But the correlation between alcohol use and consequences is not perfect, and the extent to which an alcohol-related blackout is more common during certain times of the year is unknown. Identifying when blackouts occur may help identify which periods are associated with more risk and may be helpful for designing public health campaigns. Therefore, aimed to use Twitter data to determine whether alcohol-related and alcohol-related blackout references were more common during certain holidays/celebrations than typical weekends.

**Design and Methods:** We used a Twitter-sponsored platform to access unique Tweets written between 2009 and 2020 in the United States that referenced blackouts (e.g., “blackout”) and alcohol generally (e.g., “drunk”).

**Results:** We identified 3.5 million blackout Tweets and 591 million alcohol Tweets. Both blackout and alcohol Tweets were written on weekends, in the late evening, and during certain holidays (New Years, St. Patricks). But compared to typical weekends, only blackout Tweets were more common during Thanksgiving and only general alcohol-related Tweets were more common during Cinco de Mayo.

**Discussions and Conclusions:** Although blackout and alcohol-related Tweets were similar in time of day and day of week, they differed during certain celebrations/holidays, suggesting that while alcohol use may be more common during some celebrations, others are more associated with serious harms.

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